

### **IN THE SPECIFICATION**

Please amend the specification as follows:

**Paragraph [0018] beginning at page 5, 2 lines from the bottom is amended as follows:**

[0018] The back-end servers include a database engine server 22, a search index server 24 and a credit card database server 26, each of which maintains and facilitates access to a respective database 23.

**Paragraph [0034] beginning at page 1, 4 lines from the bottom is amended as follows:**

[0034] Referring to **Figure 6**, the feedback cancellation module 600 includes a feedback cancellation request receiver 602, a feedback cancellation criteria evaluator 604, a feedback cancellation request processor 606, a feedback cancellation recorder 608, a feedback user interface (UI) generator 612, and a database 610. The feedback cancellation request receiver 602 is responsible for receiving a request to cancel feedback from a first user, identifying a transaction associated with the feedback and identifying a second user who was the second party to the transaction. The feedback to be cancelled may include feedback comments left by the first and second users for the relevant transaction. In one embodiment, the transaction is identified using an item number specified by the first user when submitting the request.

**Paragraph [0045] beginning at page 14, line 9 is amended as follows:**

[0045] If the response of the second party does not satisfy any of the feedback cancellation criteria, the criteria evaluator 604 creates an error message identifying the problem (processing block 712). If the response of the second party satisfies all of the feedback cancellation criteria, the feedback UI generator 612 presents to the second party information about the transaction and feedback comments left for this transaction (~~processing block 716~~) (processing block 714).

**Paragraph [0052] beginning at page 17, line 1 is amended as follows:**

[0052] If all of the feedback withdrawal criteria are satisfied and the item number is associated with multiple transactions (processing block 808), the feedback UI generator 612 presents to the first party a multi-item MFW UI containing a list of transactions (processing block 810). **Figure 12** illustrates an exemplary multi-item MFW UI that facilitates user selection of a specific transaction.

**Paragraph [0057] beginning at page 18, line 16 is amended as follows:**

[0057] If the first party confirms the request to cancel feedback (processing block 822), the feedback cancellation request processor 606 sends emails to the first party confirming the request and to second party notifying about the request (processing block 826). **Figures 21 and 22** illustrate exemplary emails sent to the first and second parties respectively.

**Paragraph [0059] beginning at page 19, line 1 is amended as follows:**

[0059] If the first party does not confirm the request to cancel feedback (processing block 822), the feedback UI generator 612 presents a MFW request cancellation UI to the first party (~~processing block 828~~) (processing block 824). **Figure 15B** illustrates an exemplary MFW request cancellation UI.

**Paragraph [0067] beginning at page 20, line 20 is amended as follows:**

[0067] If the second party decides to proceed further with feedback cancellation, the feedback UI (processing block 916) generator 612 presents to the second party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility 10 as illustrated in **Figure 14**.